Routines and flexibility. Social practices in the entertainment production

An international workshop - research meets practice:

REFORMING FORMATS.
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Flowing networks of format acquisition and production

Format production network

Format trade cooperation network

Format production network

Networks of know-how-transfer

Licensor/Licencee

(Licence trader, Broadcaster, Producer)
Functions and actors of format trade

Format supplier
- Broadcaster
- Developer
- Producer
- Format trader

Format demand
- Broadcaster
- Producer
- Format trader

Others
- Associations
- Science
- Lawyers
- Programmes fairs

Format trade

Roles of the involved actors and interrelations

Licencer
Format developer
Producer
Broadcaster
Format trader

Licencee
Producer
Broadcaster
Format trader

Agent/Client
Broadcaster
Producer
Producer
Broadcaster
Value chain: Format development, acquisition, and production

CREATION/DEVELOPMENT → ACQUISITION/DISTRIBUTION → PRODUCTION → BROADCASTING

**Depends on: Licenser or Licensee**

- Originator
- Distributor
- Producer
- Broadcaster
- Format developer
- Format trader
- Producer
- Broadcaster

**Value chain: Format development, acquisition, and production**

CREATION/DEVELOPMENT → ACQUISITION/DISTRIBUTION → PRODUCTION → BROADCASTING → INT. DISTRIBUTION/ADAPTATION → RE-PRODUCTION/ADAPTATION → RE-BROADCASTING

- BBC
- BBC Worldwide
- BBC
- BBC 1
- BBC Worldwide
- Granada Germany/ BBC
- RTL
Flowing networks of format acquisition and production

**Format Production Network**
- Broadcaster
- Producer
- Director
- Author

**Format Trade Cooperation Network**
- Producer
- Broadcaster
- Director
- Author

**Format Production Network**
- Producer
- Broadcaster
- Director
- Author

Social practices

Networks of Know-how-Transfer
*(flying producers and production bible)*

**Value chain: Format development, acquisition, and production**

**Social practices**

- **CREATION/DEVELOPMENT**
  - Originator
  - Format developer
  - Producer
  - Broadcaster

- **ACQUISITION/DISTRIBUTION**
  - Distributor
  - Format trader
  - Producer
  - Broadcaster

- **PRODUCTION**
  - Producer
  - Broadcaster

- **BROADCASTING**
  - Broadcaster

Depends on: Licenser or Licensee
Social practices

Order of collective shared knowledge
Symbolic systems
Cultural codes
Horizon of sense
Experienced activities

Routines: the stream of typical practices

Flexibility: the break in the routinized stream and its consequences

Social practices

What are those social practices in the format production?

What is their function?

What is their performance?

How do the social practices support (enable, restrict) routines and flexibility?
Influence on social practices

Domestic Market

Creation
Distribution
Production
Broadcasting

Selling/Purchasing

International Markets

Market 1: Acquisition, Re-Production, Broadcasting
Market 2: Acquisition, Re-Production, Broadcasting
Market 3: Acquisition, Re-Production, Broadcasting

Markets influencing social practices

Flowing social practices in the format trade

Creation
Cooperation

Selling/Purchasing
Cooperation
Network

Production
Network

Format trade
= flowing networks of different social practices

Selling/Purchasing
(international)
Cooperation Network

Distribution